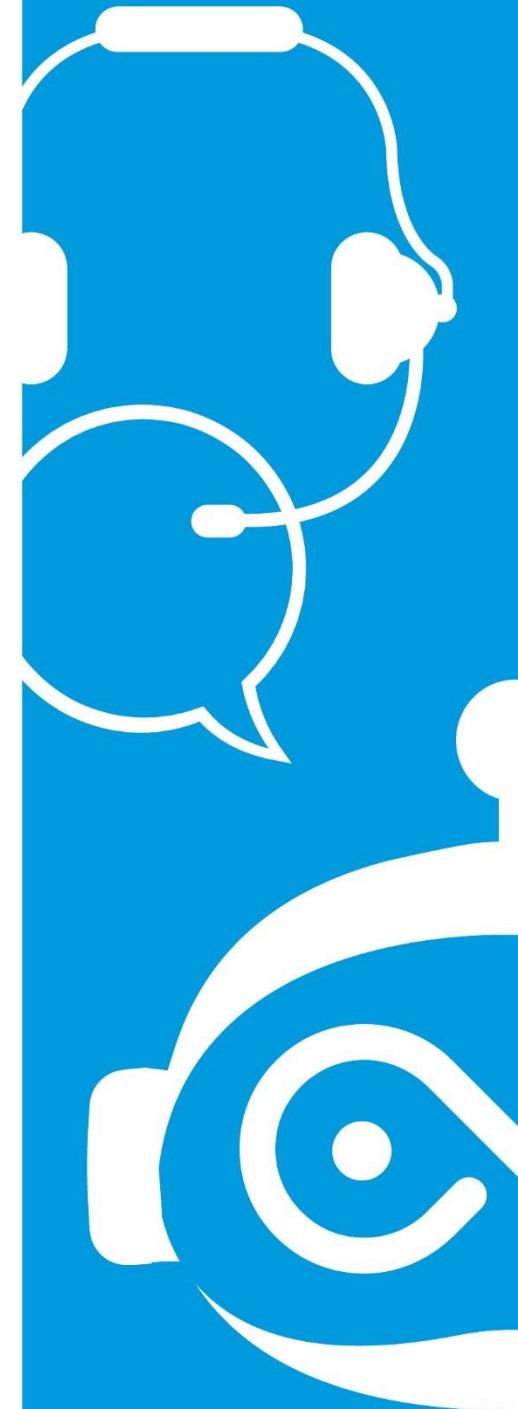




PRIVACY - SETTING PRIVACY SETTINGS

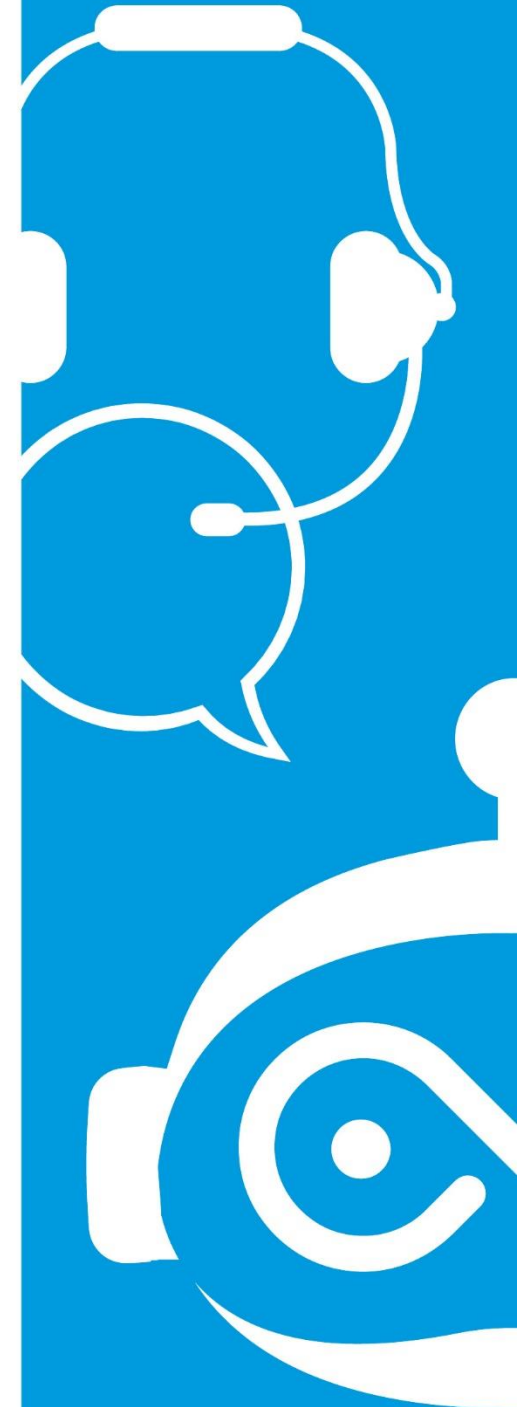
What is it?

Being mindful of the personal information you share online is a **digital phenomena** that underscores the concept of privacy. Privacy, in a broader sense, is the fundamental right and ethical principle that grants individuals the authority to control and limit access to their personal data and information. It involves safeguarding one's autonomy, personal space, and the freedom to decide how, when, and with whom to share specific details about themselves.



Supporting youth's sexual & reproductive health in the digital age: BEST PRACTICES

Privacy settings, on the other hand, are the customisable configurations and preferences available in various online platforms and services that enable users to dictate the extent of their personal information exposure to others. It empowers individuals to strike a balance between enjoying the benefits of online interactions and protecting their personal information from potential misuse or exposure to unwarranted intrusion.



How can it impact the sexual and reproductive health of youth?

Ensuring the effective setup of privacy settings on digital platforms is crucial for safeguarding SRH.

Properly configured privacy settings are a robust defense against the exploitation of youth's personal information for targeted advertising, harassment, or unwanted attention. By controlling who has access to their SRH-related content and personal details, individuals can maintain a sense of autonomy and security in their online interactions. Young people may be apprehensive about discussing these sensitive matters openly, and privacy settings provide a barrier against unintended disclosure. This confidentiality is vital for making informed decisions regarding contraception, STIs, and other SRH issues.

Data privacy is a fundamental component of SRH-related platforms and apps. Understanding how personal data is handled and protected is essential for youth. Properly managed privacy settings ensure compliance with data protection laws such as GDPR in the EU, providing a legal framework that safeguards personal information from misuse.

In some situations, privacy settings act as a defense against coercion and control by others seeking to influence young people's SRH choices. By maintaining control over their personal information, youth can make decisions based on their own needs and preferences rather than external pressures.



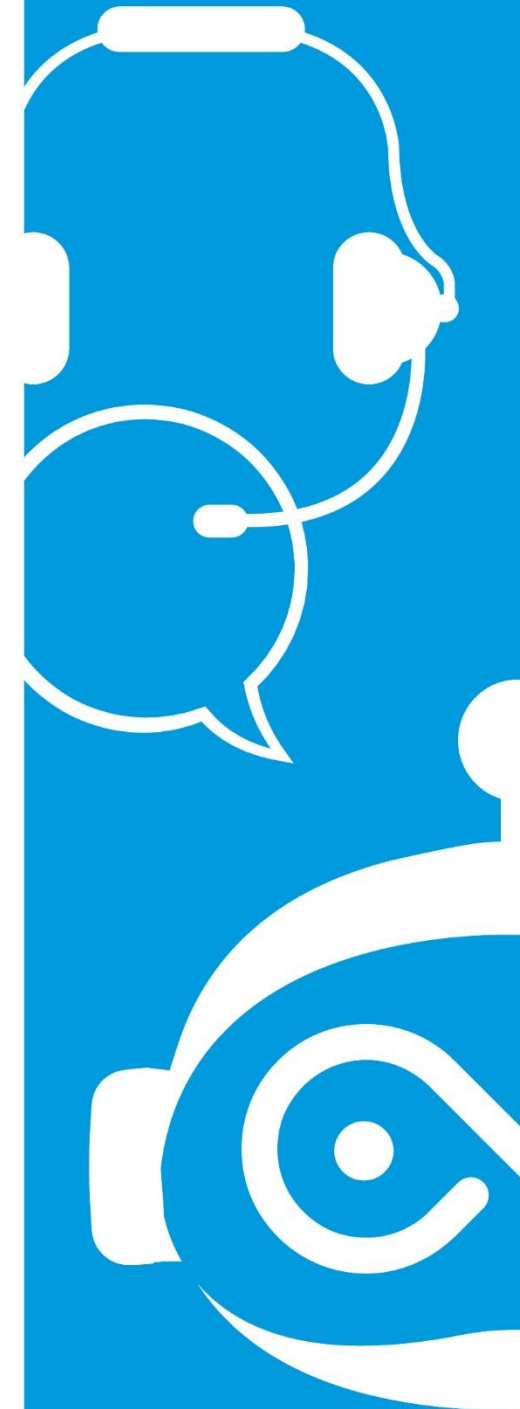
What are some ways in which youth can be supported?

- Equip youth with user-friendly, detailed instructions on how to configure privacy settings on well-known social media platforms such as Instagram. For instance, on Instagram, walk them through the process of setting their account to private, defining message permissions, and effectively managing the visibility of their posts and stories. This guidance empowers them to take control of their digital privacy with confidence and ease.
- Explain the ways companies collect and utilise user data. Highlight potential risks such as targeted advertising and data breaches. Make them aware of how their SRH-related content can be used by these platforms.
- Encourage youth to critically assess the benefits and risks of sharing SRH-related content and personal information online. Highlight the importance of being aware of potential consequences, including cyberbullying, privacy breaches, and unwanted attention.

Related digital phenomena/tools:

See sheets:

- Misconceptions & misinformation: About digital literacy
- Privacy: Online anonymity
- Know your rights: The right to be forgotten



Further reading:

- Corley, Andrew & Sprockett, Andrea & Montagu, Dominic & Chakraborty, Nirali. (2022). Exploring and Monitoring Privacy, Confidentiality, and Provider Bias in Sexual and Reproductive Health Service Provision to Young People: A Narrative Review. *International Journal of Environmental Research and Public Health*. 19.
- Horne, Chelsea. (2023). Rule By Default: A Cross-Platform Analysis Of Privacy Settings. *Aoir Selected Papers of Internet Research*.
- Kanampiu, Munene & Anwar, Mohd. (2019). Privacy Preferences vs. Privacy Settings: An Exploratory Facebook Study. 10.1007/978-3-319-94782-2_12.
- Ibrahim, Siti Zainab & Blandford, Ann & Bianchi-Berthouze, Nadia. (2012). Privacy Settings on Facebook: Their Roles and Importance.

